

NEWS



Official USMC photo



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1,000th truck rolls off the line with Smart, Tough, Elite message

MCRC PUBLIC AFFAIRS

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The tractor-trailer, belonging to Interstate Van Lines, was the final truck to be wrapped up within this campaign, March 19.

The “1000 Trucks” campaign which kicked off in the early part of 2003, utilizes the commercial trucking industry

to post “rolling billboards” to boost the awareness of the Corps across America’s highways and cities each day.

“It’s really a campaign used for public service awareness about the Marine Corps,” said Capt. Maxwell Boucher, Paid Media Officer, Marine Corps Recruiting Command. “We can have our graphics, icons and symbols out there where key influencers and folks in our target market can be inspired about their Marine Corps.”

The program is designed to

provide the Marine Corps a low-cost alternative that will portray our Smart, Tough, Elite Warrior recruiting message.

The Marine Corps will get more for their money with the rolling billboards. “The ‘rolling billboard’ campaign continues to assist our recruiting efforts by increasing awareness about opportunities for young men and women to serve in the Corps,” said Maj. Gen. Christopher Cortez, commanding general of Marine

Corps Recruiting Command. “The colorful Marine images on the sides of these 1,000 tractor-trailers are seen daily by untold thousands of prospective applicants and their families as the vehicles travel throughout the nation.”

There are actually three billboards for the three covered sides of a trailer on the road. The moving billboards have a lifespan of approximately five years, giving the Marine Corps more value for their marketing dollars.

The Marine Corps pays for the materials and application of the billboards on the trailers. The private trucking com-

panies have donated the space as a public service.

However, the trucking companies aren’t the only ones showing their patriotism. Members of Y3K Grafix, Inc., the company who manufactures these moving billboards and oversees the application of the graphics on the trucks, feels very privileged to assist an organization so steeped in tradition.

“We wanted to show our dedication, commitment and sense of participation towards national defense,” said Tom Flynn, president of Y3K Grafix, Inc. “We decided to support the United States Marine Corps in their efforts

to find a low-cost way to reach hundreds of thousands of young men and women and expose them to the Marine Corps message of transformation and opportunity.”

Flynn also added that he has had the opportunity to develop relationships with former, retired and active duty Marines who are proud to participate in this program.

Flynn noted that his company has provided similar wraps for other Marine Corps organizations such as the Marine Corps Rifle Team and the buses that transport Marine Corps bands and ceremonial units.

District News

Depot celebrates Month of the Military Child



Cpl. Virgil P. Richardson

Kenny Bandy (left), son of Lance Cpl. Jill Bandy, receiving warehouse, shares a crayon with Caleb Ryherd, son of Connie Ryherd, pediatrics specialist, Naval Hospital Beaufort. The Depot Child Development Center has several activities planned to help celebrate Month of the Military Child in April.

COMPILED BY THE BOOT STAFF

The 9th Annual Beaufort Area KidsFest at the Cross Creek Shopping Center in Beaufort from 10 a.m. - 2 p.m. marks the beginning of Month of the Military Child.

The community-wide celebration, hosted in part by Marine Corps Community Service-South Carolina highlights Child Abuse Prevention Month and Month of the Military Child by introducing parents and guardians to local resources for families, with free games and activities.

Month of the Military Child began in 1986 as a way of bringing attention to child abuse prevention and family advocacy. It remains an annual reminder of the need to protect children and to educate parents on how better to deal with childcare issues.

“The month of the military child ... focuses on ensuring that military children are not only taken care of ... but also to make parents and others more aware of what they can do to assist children and build their self-esteem,” said John Abney, prevention specialist, MCCS-SC.

Kidfest focuses a great deal on the parents, because of the nature of the military family, said Abney.

“[Kidfest] is not only good for parents to connect with the needs of their kids,” said Abney. “Being from a military community, so many people are transient. They may not be aware of all the resources that are available to them.”

Month of the Military Child began in 1986 as a way of bringing attention to child abuse prevention and family advocacy.

“It’s an ideal way for the resources available in this community to come together and collaborate to do something positive for the kids and share the information with the parents,” said Abney.

Marine Corps Community Service-South Carolina is co-chairing the event with the Child Abuse Prevention Association, as well as other organizations, because of the need to reach out and educate parents about the need for child abuse awareness in the community.

“We have a lot of support from the Tri-Command ... and we couldn’t have done this without the support of the Marines and sailors offering their time to help us set up and run the activities at Kidfest,” said Abney.

The CDC is also planning a number of events in honor of Month of the Military Child. There will be an Easter Egg Hunt at the CDC Thursday, and the festivities will conclude with a picnic and Fitness Day April 23.

For more information about Month of the Military Child activities, call MCCS at 228-3523 or the Child Development Center at 228-3514.

NHB renovation project underway, new APU construction date set

PATRICIA BINNS NHB PUBLIC AFFAIRS OFFICER

The renovation project at Naval Hospital Beaufort continues to progress at a steady pace.

In December 2003, Education and Training moved from their spaces on the third floor and took up residence in the Heritage Center. These spaces have now been completely redone and the Ambulatory Procedure Unit will occupy this area on the

third floor beginning Monday.

The APU currently is located on the fifth floor at the back of Ward M-5. Renovation on the fifth floor is scheduled to begin in August. The new APU will consist of an eight-bed open bay ward with an adjacent patient waiting area.

According to Navy Lt. Margaret Cosby, division officer, APU, approximately 100 patients per month undergo same-day surgery procedures.

The majority of these proce-

dures are orthopedic or general surgery cases, though ENT, gynecology, and oral surgery procedures are also cared for on the APU. Those patients who require longer stays in the hospital will still be transferred to the fifth floor.

“One important benefit of the APU being relocated to the third floor is that it will now be right down the hall from the Operating Room and Recovery Room, should a patient need immediate atten-

tion from the surgeon,” said Cosby.

This early move of part of the fifth floor will enable staff and patients to gradually adjust to changes in the work environment.

Work continues in other areas of the hospital on the second and third floors.

As always all necessary precautions will be taken to provide safe environments for workers, beneficiaries, and staff.

GWOT, Continued from Page 1

Both medals were recommended by Secretary of Defense Donald Rumsfeld “in response to our Nation’s global efforts to suppress terrorism, and the significant contributions members of the Armed Forces bring to bear on the long-term resolution of this threat.”

The Office of the Secretary of Defense is currently finalizing the criteria and implementing instructions for the GWOTSM, which will then be released in a separate MARADMIN message.

To learn more about the Global War on Terrorism Expeditionary and Service Medals and regulations for wear, visit the Headquarters Marine Corps Awards Branch Web site at awards.manpower.usmc.mil.

Visit Naval Hospital Beaufort on the Web at ...
<http://nhbeaufort.med.navy.mil>